

NC-L-100  
(4-2019)



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001

Indianola city  
PL1938280  
351987

May 10, 2019

OFFICE OF CITY CLERK

MAY 21 2019

INDIANOLA, IOWA

23626  
The Honorable Kelly Shaw  
Mayor  
Administration  
110 North 1st St  
Indianola, IA 50125

FROM THE ASSOCIATE DIRECTOR FOR  
DECENNIAL CENSUS PROGRAMS

Dear The Honorable Kelly Shaw:

The U.S. Census Bureau invites your government to participate in the 2020 Census New Construction Program (New Construction Program). The New Construction Program provides tribal, state, and local governments an opportunity to update the Census Bureau's residential address list with living quarters for which construction is in progress during or after March 1, 2018 and completion is expected by Census Day, April 1, 2020.

The New Construction Program is a voluntary program. The Census Bureau strongly encourages your participation for the following reasons:

- The federal government allocates over \$675 billion in federal funds annually for infrastructure, programs, and services based on the Census Bureau data.
- Participation ensures that your government will gain valuable information that will aid in making decisions about education, health services, and housing.
- Participation helps to ensure an accurate population count for your government. The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the decennial census.

If your government chooses to participate, please follow the actions steps outlined in this letter.

**Action Steps:**

1. Review the enclosed *2020 Census New Construction Program Flyer* for further information that may assist your government in deciding whether to participate in this program.
2. Sign-up for the 2020 Census New Construction Program in order to designate a liaison by either:
  - a. Filling out the online *2020 Census New Construction Program Registration Form* at <https://www.census.gov/programs-surveys/decennial-census/about/new-construction.html>.
  - b. Filling out the enclosed *2020 Census New Construction Program Registration Form* and return the completed form in the enclosed prepaid envelope or scan and email the form to [GEO.2020.NC@census.gov](mailto:GEO.2020.NC@census.gov) before June 14, 2019.



The Census Bureau will begin shipping New Construction Program materials to registered participants in September 2019. New Construction Program submissions must be received no later than 45 calendar days after receipt of the New Construction Program materials.

If your government has already registered to participate in the New Construction Program, your response to this inquiry is not required. If you have questions regarding the New Construction Program, please contact the Census Bureau by email at [GEO.2020.NC@census.gov](mailto:GEO.2020.NC@census.gov) or by telephone at 1-844-242-1765.

Sincerely,

A handwritten signature in black ink, appearing to read 'Albert E. Fontenot, Jr.', with a large, sweeping flourish extending to the right.

Albert E. Fontenot, Jr.  
Associate Director for  
Decennial Census Programs

Enclosures:

1. *2020 Census New Construction Program Flyer* (NC-F-101)
2. *2020 New Construction Registration Form* (NC-F-100)
3. Prepaid envelope



# 2020 Census New Construction Program

## What Is the New Construction Program?

The New Construction Program will help ensure that the U.S. Census Bureau's address list is as complete and accurate as possible by Census Day, April 1, 2020. The New Construction Program is the opportunity for you to submit city-style mailing addresses for new units where construction began during or after March 1, 2018 and the address was not submitted to the Census Bureau as part of another geographic partnership program since March 2018. Addresses must have basic construction (closing the structure to the elements) completed by Census Day.



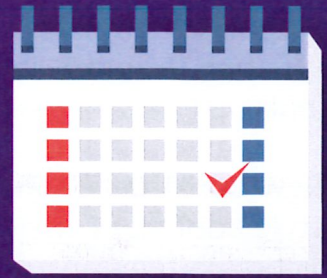
helps to ensure an accurate population count in your community; helps the government distribute more than \$675 billion in funds annually for infrastructure, programs, and services; and helps your community plan for future needs.

## Who Can Participate?

The New Construction Program is offered to federally recognized tribes with a reservation and/or off-reservation trust lands, states, counties, cities (legally incorporated places), and townships (minor civil divisions) that contain blocks where the Census Bureau plans to mail questionnaires to housing units for the 2020 Census. In other areas, the Census Bureau will have enumerators deliver 2020 Census questionnaires to all housing units in each block and record addresses for any new housing units.

## Why Participate?

Participation in the New Construction Program



## Schedule

- April–May 2019: Mail out of invitation phase materials to participants.
- September 2019: Mail out and review of response materials to participants. Participants have 45 calendar days from the receipt of materials to complete their review.
- September 2019: Census Bureau will provide training Webinars to participants.
- November 2019: Deadline for submitting addresses.
- April 1, 2020: Census Day.

## Contact Information

### E-mail address:

GEO.2020.NC@census.gov

**Phone Number:** 1-844-242-1765

### Web site:

[www.census.gov/programs-surveys/decennial-census/about/new-construction.html](http://www.census.gov/programs-surveys/decennial-census/about/new-construction.html)

**Connect with us**  
@uscensusbureau



## How to participate.

Each invited government designates a New Construction Program liaison. The Census Bureau will send the New Construction Program liaison the New Construction Program materials.

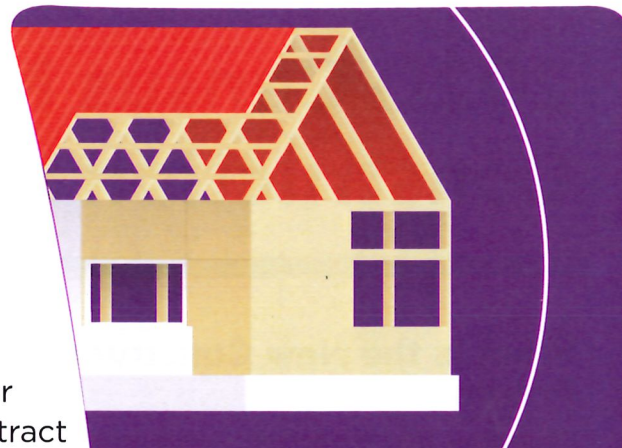
The New Construction Program liaison must submit a list of city-style addresses, assigned to the census blocks within its jurisdiction in the Census Bureau's predefined format. Maps or spatial data are provided as a reference for assigning census tract and block codes (geocoding) for each submitted address. No street or boundary updates will be accepted. Address lists submitted without geocoding information will not be accepted.



## Response options.

*Basic digital option:* The Geographic Update Partnership Software (GUPS) is a free, customized Geographic Information System (GIS) tool that can be downloaded from the Census Bureau Web site. It was specifically developed for participants who do not have geographic training or are not experienced GIS users.

*Advanced digital option:* Experienced GIS users can utilize their own GIS software. The Census Bureau provides free GIS files in shapefile format on its Web site, along with digital update guidelines. Governments can update those shapefiles in their GIS and use them to respond to the New Construction Program.



## What's new?

State governments can now participate in the New Construction Program.

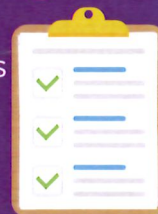
Now including:

*Group Quarters:* Places where people live or stay, in a group living arrangement, which is owned or managed by an entity or organization providing housing and/or services for the residents.

*Transitory Locations:* A location that is comprised of living quarters where people are unlikely to live year round, due to the transitory/temporary/impermanent nature of these living quarters.

## Preparing for the New Construction Program

Ensure that your address list contains multiunit structure identifiers (such as apartment numbers for individual units) and that you can distinguish between residential addresses and nonresidential addresses.



Identify local address sources, such as building permits, E-911 address files, local utility records, annexation records, and assessment or taxation files.